



## Dispelling Myths & Marketing to a Gamer Audience

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**prodege**

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**mtm**



- A leading provider of people driven insights through our engaged proprietary panel
- We offer omni-channel access to our members via surveys, and other behavioral insights
- Our global team has a strong background in both supplier and client-side research and offer 24/7 coverage, so we're here to be an extension of your team



- We are a team of audience insight specialists and strategy consultants
- We operate solely in media, technology and entertainment
- We combine two distinct but complementary lenses to solve industry challenges:
  - Business lens: strategy consultancy
  - People lens: people and cultural insight

## What we did

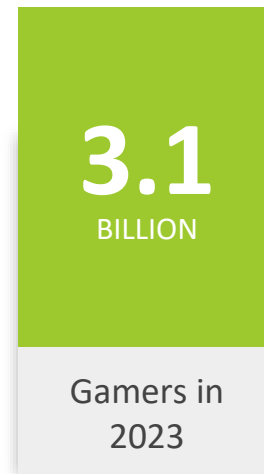
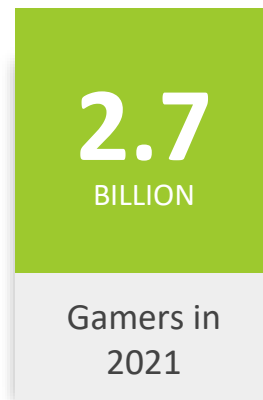
- Online survey in UK, USA and India. 1,000 participants per market
- Fielded October 2021
- Participants qualified as mobile, console and/or PC gamers
- Appended Prodege's receipt scanning solution to provide visibility into online and offline purchase history



# Why does it even matter?



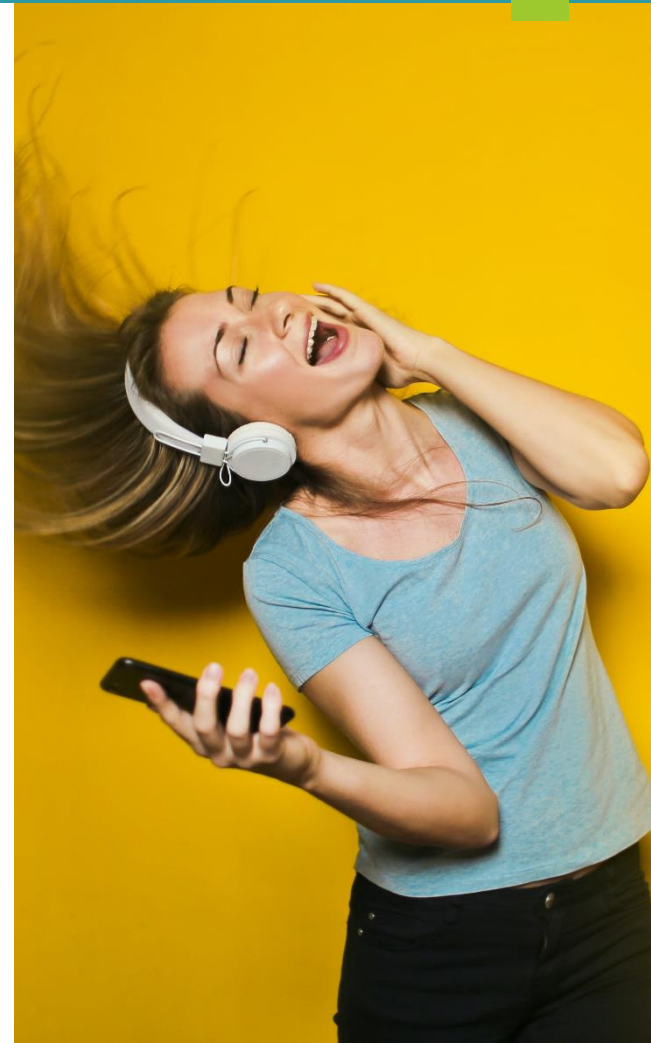
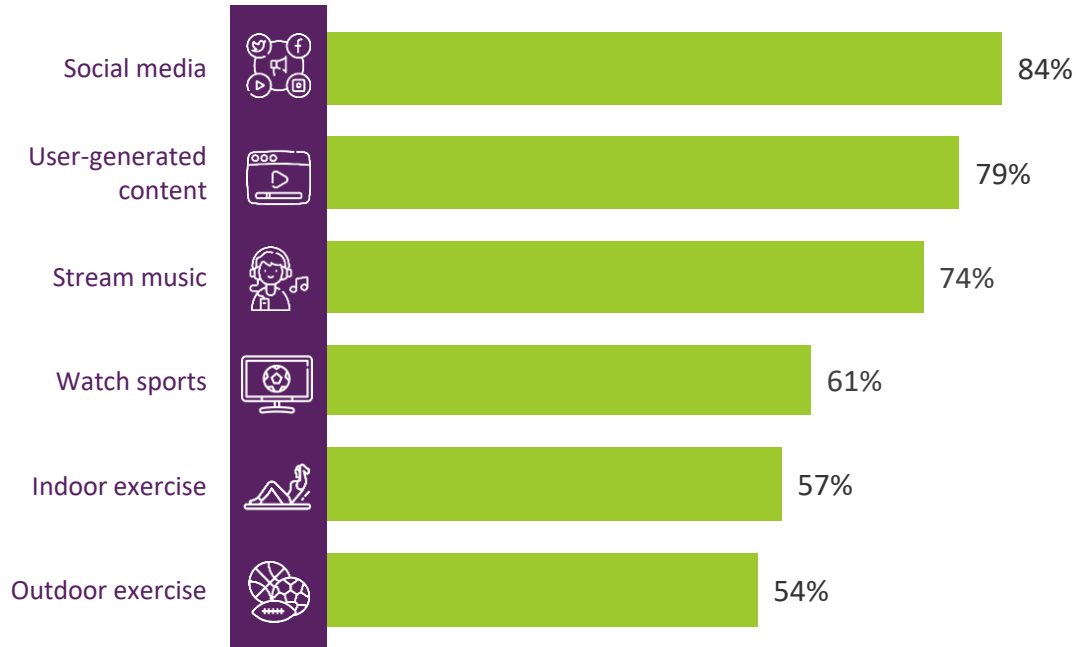
**\$300 Billion+**  
(global gaming industry)



\*Data from Accenture

# Gamers are not defined by gaming

Weekly usage/participation

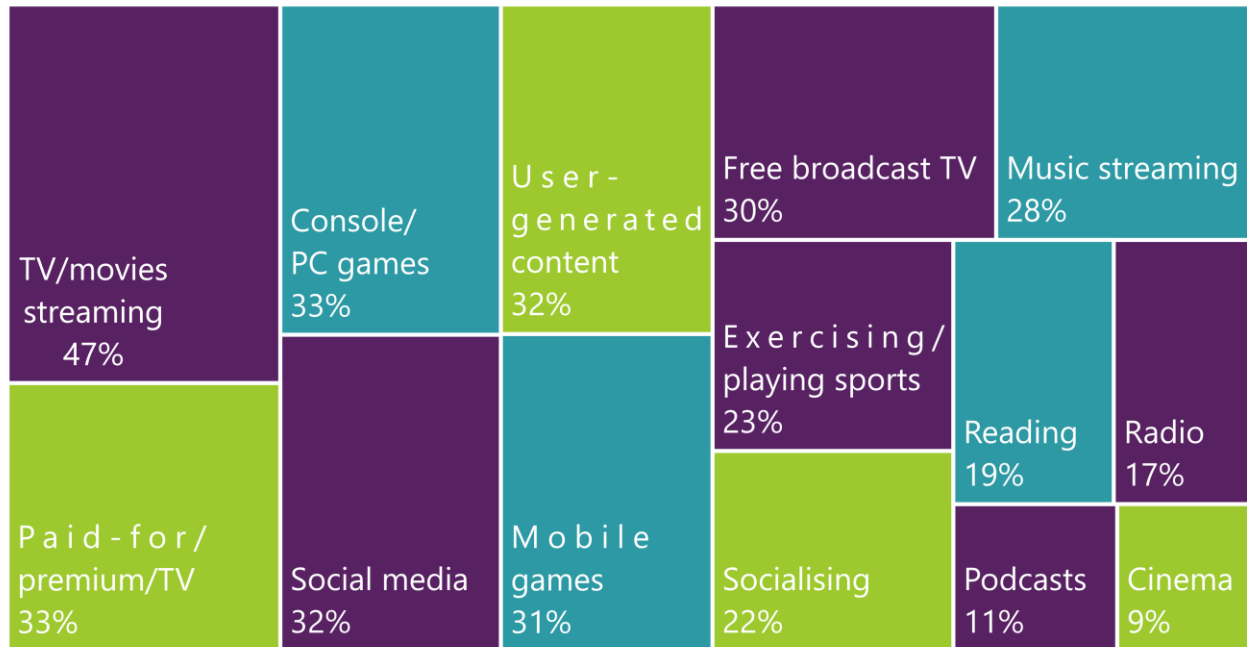






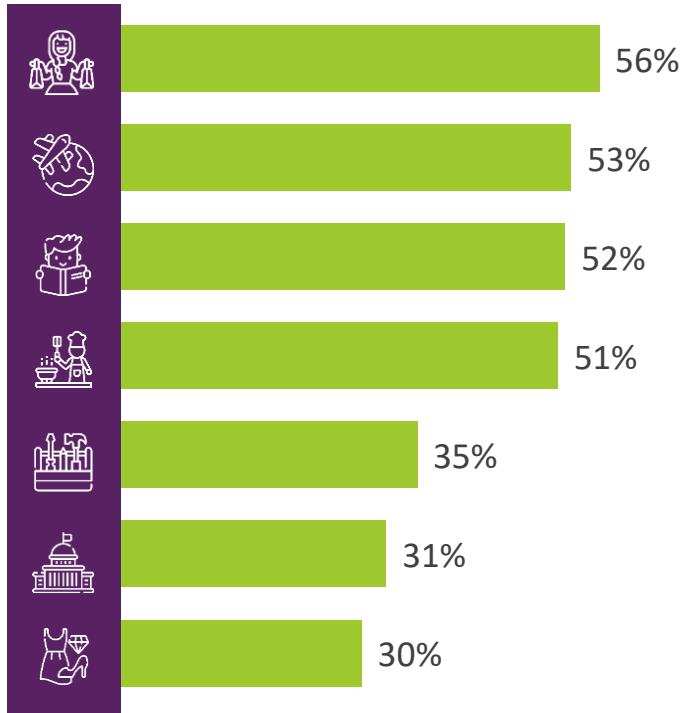
# Gamers are not defined by gaming

...but it is a large part of their lives



# Gamers are not defined by gaming

Favourite hobbies





# Despite this, myths still exist!

- 1 Gamers are young
- 2 Gamers are male
- 3 Games are consumed on consoles & PCs
- 4 Gamers have no disposable income/aren't decision makers
- 5 Games fulfil a small set of needs
- 6 Gamers are not relevant to my brand
- 7 Gamers don't like in-game ads

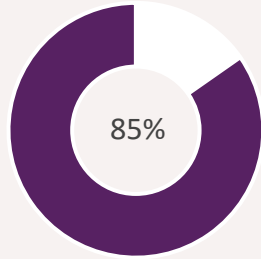


Let's focus  
on mobile  
gamers

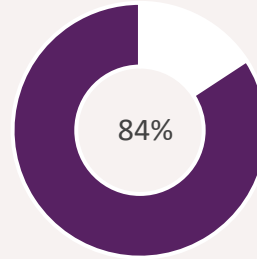


# Gamers perceive a **disconnect** between how **brands speak to them** generally versus in-game

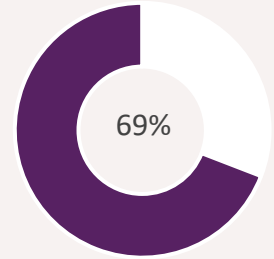
Advertising in  
**general**



...makes me aware of  
brands I haven't seen  
before

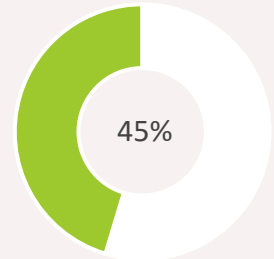
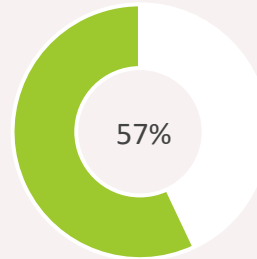
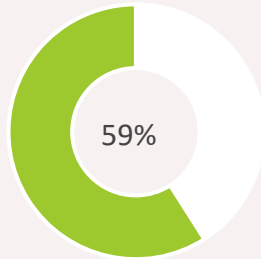


...makes me aware of  
products/services I  
haven't seen before

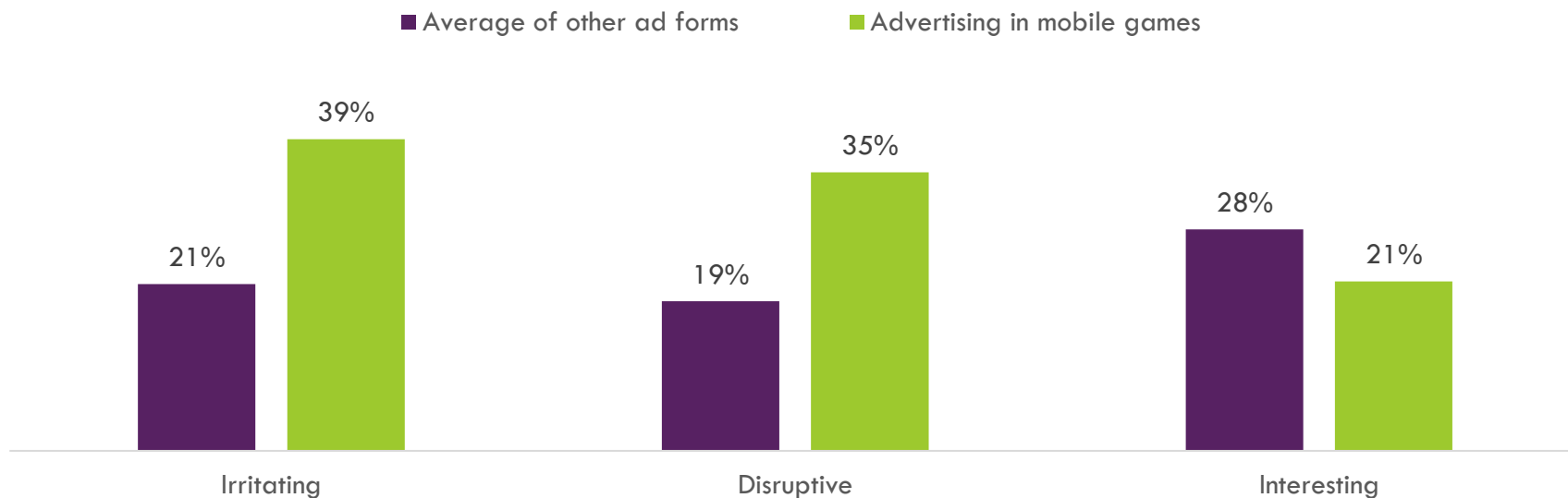


...connects me to  
products/services  
relevant to me


Advertising in  
**mobile games**



## Gamers perceive a **disconnect in experience** of being exposed to ads generally versus in-game



“They need to understand their target audience a lot more, the demographics, ethnicity and diversity of the players.”

Male, 61 

56%

Some brands do not understand gamers



54%

Some brands advertise in games to be 'cool'



“Sometimes you get an ad that you feel is targeted at you & fits the game you’re playing. That makes me more likely to click. Do that more!”

Female, 29 

## Call-to-action for mobile ads is on par with other online ad forms

38%

have looked for the product or service advertised



33%

used/signed up for the product/service advertised



32%

frequently engage with mobile ads







# WDTM? Understand your audience just like you do for other ad forms

In-game ad inventory offer marketers & advertisers a unique opportunity

1

Another way to reach target audiences

2

Highly diverse & valuable

3

Engaging format with audiences who aren't passive consumers

4

Highly effective

5

Effective across marketing funnel

6

Offers higher brand safety

7

Variety of formats to design

“If you're trying to persuade people to do something, or buy something, it seems to me you should use their language, the language in which they think.”

David Ogilvy  
Founder of Ogilvy & Mather

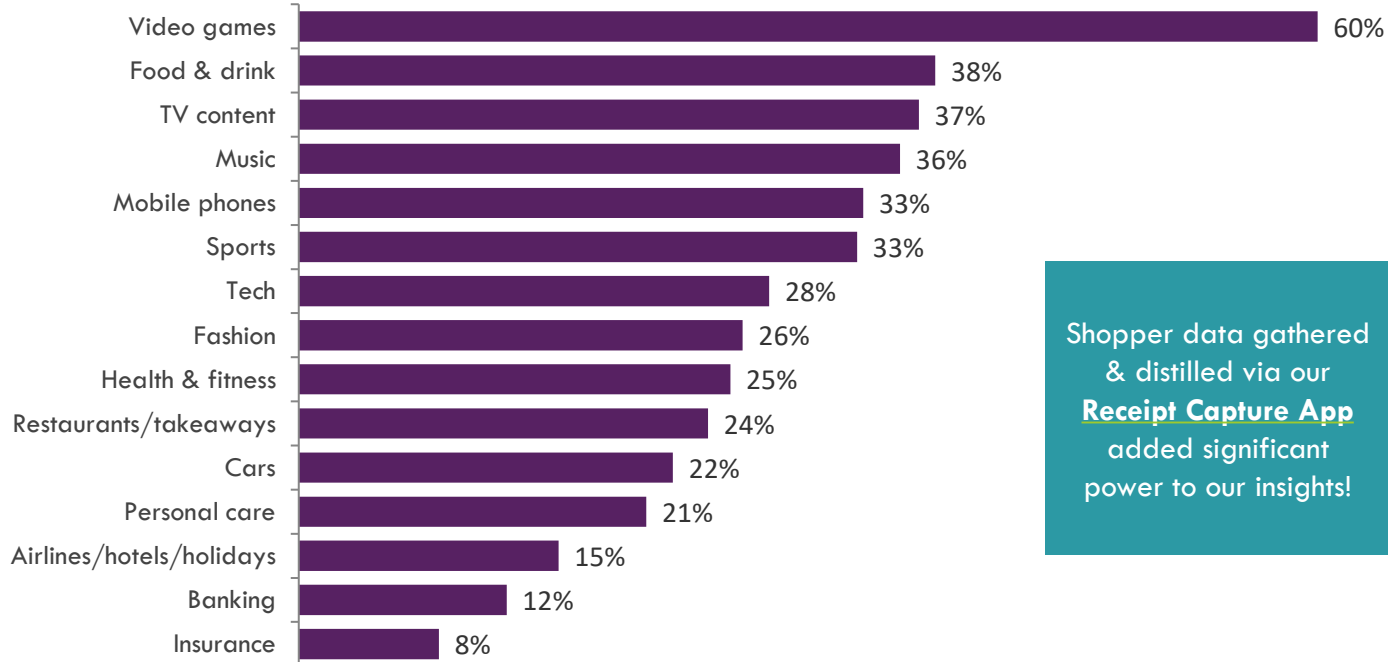
“Whether B2B or B2C, I believe passionately that good marketing essentials are the same. We all are emotional beings looking for relevance, context and connection.”

Beth Comstock  
Ex vice-chair of GE

# Not all brands are equal

Non-endemic brands have a much greater need to understand gamers

## Brands gamers like to see in mobile ads



Shopper data gathered  
& distilled via our  
**Receipt Capture App**  
added significant  
power to our insights!

To truly understand your gaming audience, you  
need to understand their needs...

**88%**

Relax

**85%**

Pass time

**79%**

Relieve  
stress

**74%**

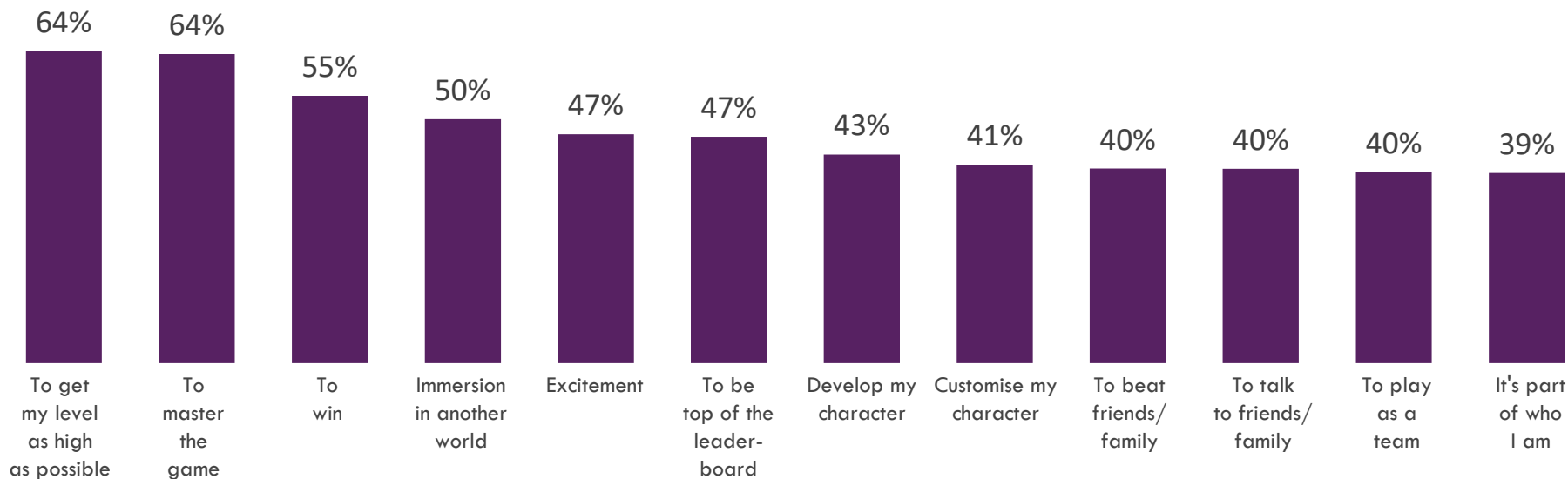
Be  
challenged

**69%**

For  
completion




# ...which are as diverse as the gaming audience



# So what do gamers actually want?

## Well implemented ads

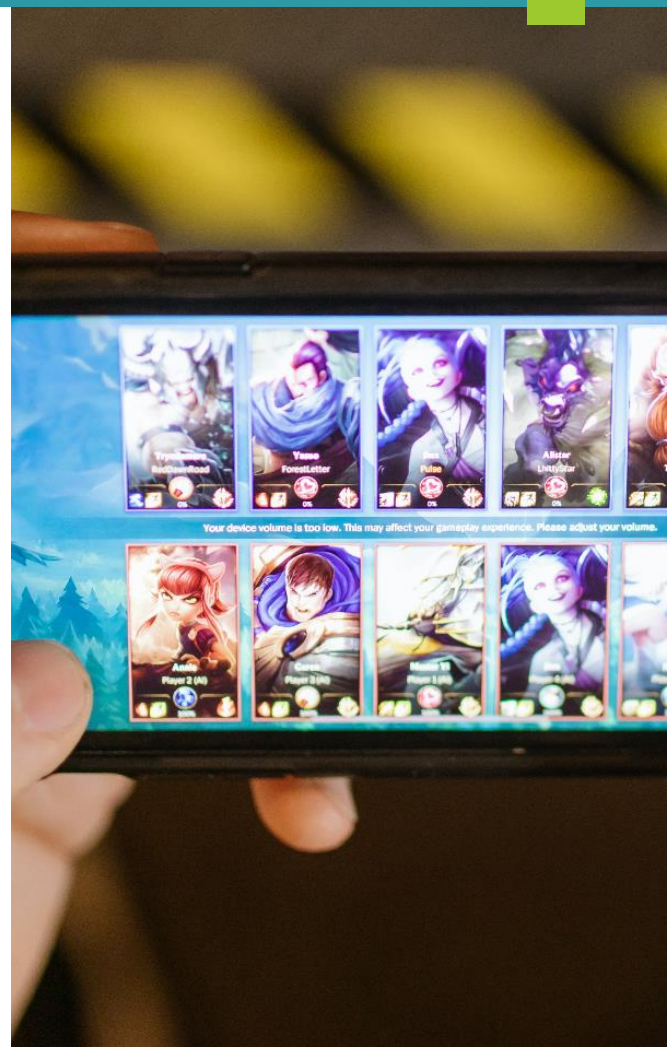
“At times advertising can be frustrating when it randomly appears and interrupts/ distracts from gameplay. If they blend in with the experience and aren't disruptive, people would react more kindly.”

Female, 36 

## To feel understood

“The brands advertising in video games must understand the needs of the gamer and deliver personalized ads rather than delivering unnecessary ads. Recognise me as a gamer.”

Male, 37 





## Relevance is of utmost importance to gamers

**61%**

Entertained

**58%**

Relevant to me

**58%**

Show me  
something new &  
different


**49%**

Relevant to the  
game I'm  
playing

# Gamers would engage more with mobile ads if marketers took this advice

## More Relevant To The Game I'm Playing

"If the ad is somewhat relevant to the game it's more watchable as it doesn't feel as it's interrupted the game."

Female, 40 


## More Genuine

"I will be more interested in ads if they are relevant and genuine. Ads should be from a reputed and trusted brand and believable."

Male, 36 


## More Relevant To The Genre I'm Playing

"Brands should do ads related to the genre of the game I am playing. That way we feel more connected."

Male, 18 


## If They Felt Targeted At Me

"Don't assume you are purely targeting younger people; there are a lot of older adults who enjoy gaming as well and find some adverts too childish to be relevant to them."

Female, 48 

## If Brands Understood Me Better

"Brands should take video game ads more seriously. Quality must be better. Find out what is relevant to me!"

Female, 42 



# Spending Analysis

Data from Actual Receipts



1

Gamers also shop for groceries

2

Purchasing data shows higher average spend per basket

3

Gamers spend on snacks with Lay's/ Walkers being top 3 across markets

4

Cadbury, Kit Kat, Reese's, Hershey's and Nestle are all regular in shopping basket

5

Bread, toothpaste and baking products have top spots on spend

# Top tips

1

Don't fall into stereotypes

2

Understand fragmentation between geographical locations

3

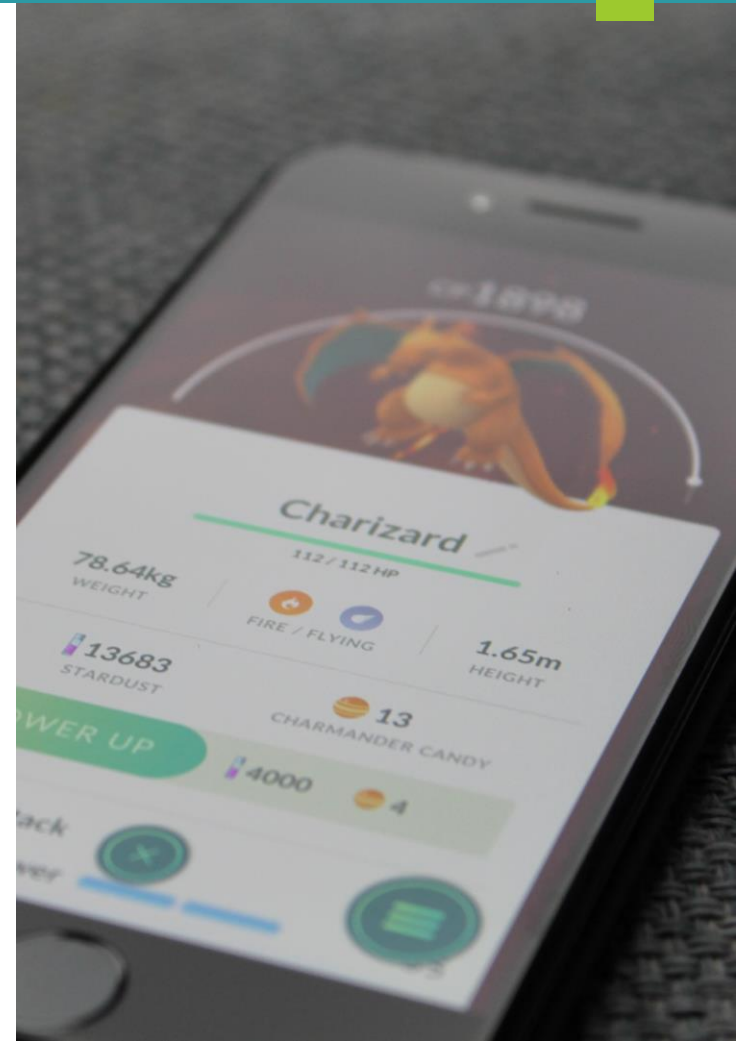
Take the time to research and understand your target audience within gamers as a whole

4

Consider brand fit between your brand and the target audience

5

Look to needs, taking into account different gamer typologies





Thank you!

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